

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT EXAMINING OPERATION

Applicants: Charles J. THOMAS, et al.

Serial No.: 10/628,173

Group Art Unit: 2137

Filed: July 28, 2003

Examiner: Zachary A. Davis

Att. Docket No.: Q1014/20014

Confirmation No.: 5596

For: SYSTEM AND METHOD OF GUARANTEED ANONYMITY OF CABLE
TELEVISION VIEWERSHIP BEHAVIOR

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Notice of Non-Compliant Amendment dated July 17, 2007, the time for responding thereto being extended in accordance with a Petition for Extension of Time submitted herewith, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on Page 2 of this paper.

Remarks/Arguments begin on Page 6 of this paper.